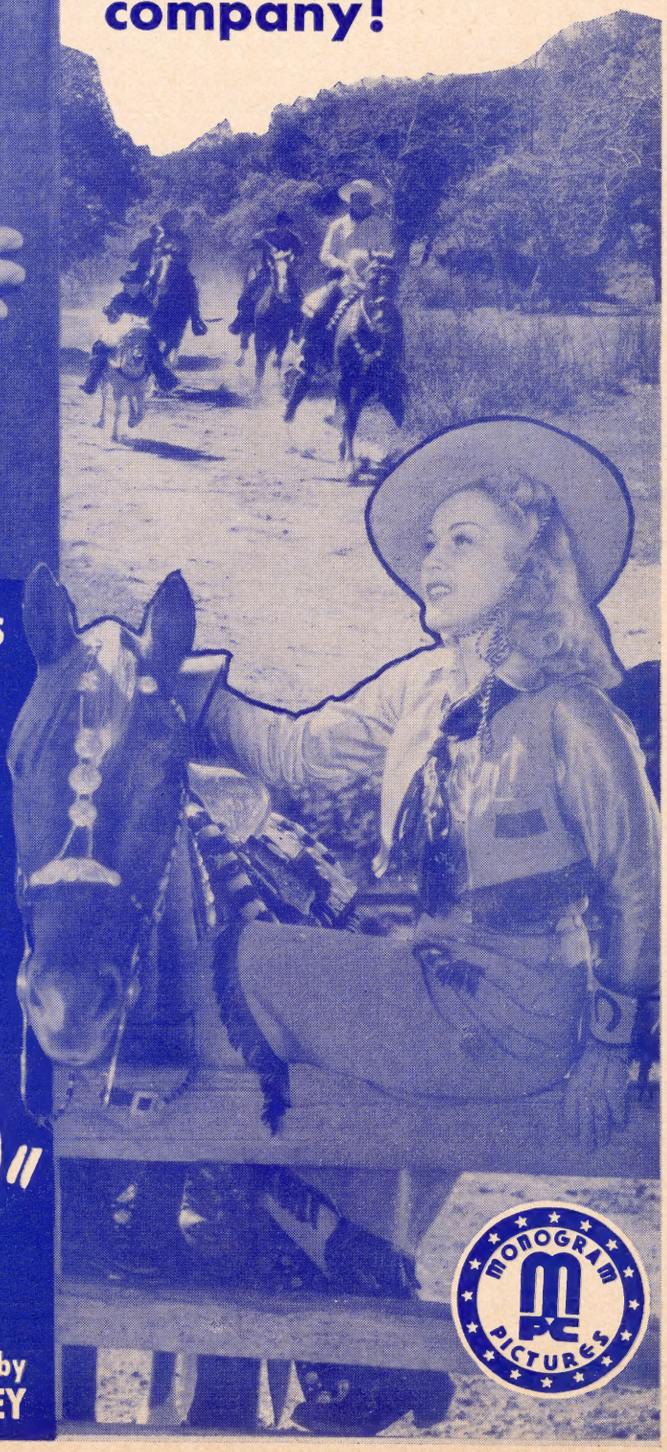
He's a Fightin' Fool—FIGHTIN' MAD!

Tom takes 'em all on single handed . . . with only his bull-dog courage and a high precision six-gun for company!



MONOGRAM PICTURES presents

Tom KEENE with HIS FAMOUS HORSE PRINCE in "WHERE TRAILS END"

with JOAN CURTIS

Original Screenplay by ROBERT EMMETT and FRANCES KAVANAUGH

Produced and Directed by ROBERT TANSEY

MONOGRAM PICTURES

PUBLICITY

New Western Thriller Scheduled to Open Here

Scheduled to open ..... at the ..... theatre, Tom Keene's latest Monogram western adventure story, "Where Trails End," is the exciting story of the discovery of tungsten by a terrorizing gang of enemy agents.

Filled with exciting situations that follow one another in swift succession, the original screenplay by Robert Emmett and Frances Kavanaugh, two of Hollywood's better known screen writers, has Tom portrayed as a U. S. Marshal who is sent to aid the valley people in their "law" and "disorder" situation.

With the exception of two of the more daring ranchers, the valley dwellers, one by one, are forced to leave, and Tom has his hands full trying to run down the hill henchmen.

Aiding Tom in his effort to round up the killer gang is the 10-year-old rodeo star, Donald Stewart, who arrives with the sheriff in the nick of time as Tom plays his "ace-in-the-hole," resulting in one of the most exciting surprise climaxes of his career.

Appearing with Tom in the action cast are Joan Curtis, Monogram's newest discovery; Charles King, William Vaughn, Steve Clark, Horace Carpenter, Nick Moro, Gene Alsace, Fred Hoose and Tom's wonder horse, "Prince." Robert Tansey produced and directed.

TOM KEENE

Tom Keene is ready to take on all comers in his latest adventure hit, "Where Trails End," at the..... theatre.

One Col. Cut or Mat No. 1

THE CAST

Tom Kenyon ....Tom Keene
Joan Allen.....Joan Curtis
Pierre.....Frank Yaconelli
Donny.....Donald Stewart
Jim Regan.....Charles King
Wallace....William Vaughn
Steve Allen.....Steve Clark
Kent.....Horace Carpenter
Pancake.....Nick Moro
Buck.....Gene Alsace

Cowboy Credo

Because Tom Keene, popular western star who is currently appearing in "Where Trails End," latest of the Monogram western hits to be shown locally at the ..... theatre, refuses to let any other player expose himself to danger on his account, the adventurous western hero often risks his neck in making dangerous action scenes. When you see Tom hit the saddle and ride up and down those rocky passes, don't relax and say to yourself, "It's just a dummy," because, unlike many of the western players, Tom is really in there pitching.

On one of his recent picture locations, Tom was seriously injured when a dynamite cap exploded and threw its copper slug into the star's head. They took six stitches in his scalp, and when Tom regained consciousness he immediately inquired as to the safety of the other members of the production crew and cast.

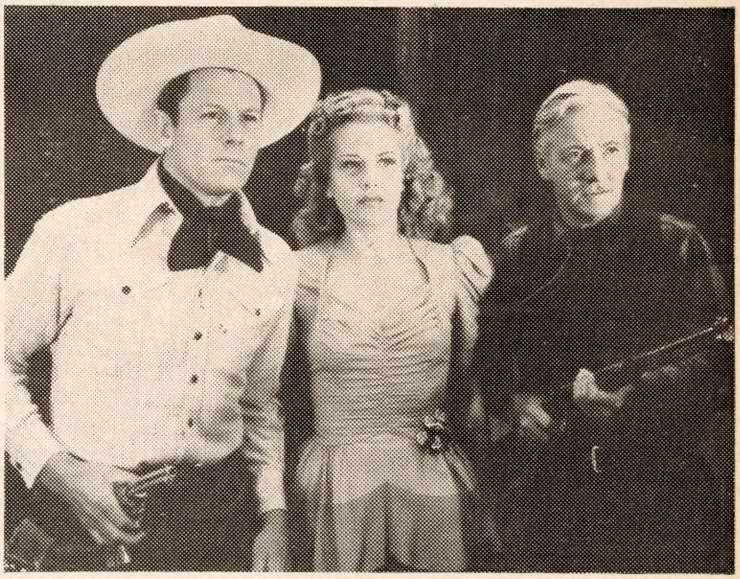
This credo has always kept the famous player in good standing with his many fans all over the world, and because of his sincerity, those action scenes you witness on your local screen reflect a definite air of reality.

BRIEF BIOGS

TOM KEENE — Handsome western star whose popularity is increasing with every picture . . . the dashing hero of such outstanding outdoor films as "Arizona Roundup," "Riding the Sunset Trail" and "Western Mail."

JOAN CURTIS — An attractive girl who has won her spurs as a western heroine, both as a rider and an accomplished actress . . . her last previous Monogram picture was "Pals of the Silver Sage."

READY FOR TROUBLE



Outlaw killer gangs in "Where Trails End," currently being shown at the ..... theatre, are going to have a tough time terrorizing lovely Joan Curtis, with Tom Keene and his six-gun around for protection.
Two Column Cut or Mat No. 21

Tom Keene Scores Again In Action-Packed Hit

(Review)

Tom Keene is back again in another rip-roaring western melodrama, Monogram's "Where Trails End," in which he portrays a daring U. S. Marshal sent to help the valley ranchers out of a mess of trouble and put the countryside back on a law-and-order basis.

A thrilling story by Robert Emmett and Frances Kavanaugh concerns the discovery of tungsten in the locale by a gang of terrorizers, and this forms the background for the thrilling picture which opened at the ..... theatre last night.

If you've come to expect a daring and exciting performance by the famous western star, you won't be disappointed in this one, because he's jammed into "Where Trails End" all the hard-ridin' and straight-shootin' action he's become accustomed to in his past hits—and more to boot!

Much of the picture's success is also due the other members of the cast, which includes Frank Yaconelli, Tom's comic saddle pal, and Monogram's newest discovery, the entrancing Joan Curtis, who takes the part of Joan Allen in the film.

You're also going to be in for a terrific thrill when you see 10-year-old Donald Stewart riding the range with Tom and helping him round up the gang of killers that lynched his father and almost swindled the valley ranchers out of their land. Young Donny arrives in the nick of time to get Tom out of a nasty mess, which brings the exciting story to its climax.

If you're looking for plenty of action and adventurous thrills, then this one's for you!

Also appearing in the action cast are Charles King, William Vaughn, Steve Clark, Horace Carpenter, Nick Moro, Gene Alsace, Fred Hoose and Tom's wonder horse, "Prince."

The picture was produced and directed by Robert Tansey.

Vaudeville Headliner

A one-time star vaudeville performer, Frank Yaconelli, Tom Keene's saddle pal and humorous side-kick in "Where Trails End," latest of the Monogram western adventure films to be shown this week at the ..... theatre, really plays that instrument you see him using in the picture. Frank was using that same accordion on vaudeville stages years ago, and is said to be one of the best accordionists in the country.

PUBLICITY

Ace Writing Team Pens Thrilling Western Drama

Two of Monogram's top-notch scripters, Robert Emmett and Frances Kavanaugh, have turned out one of the most exciting western yarns of their career in Tom Keene's latest starring opus, "Where Trails End," which opens at the ..... theatre on .....

Concerning the discovery of tungsten in the locale by a mysterious gang of terrorizers, the incidents lead up to the thrilling climax, following one another in rapid succession. One by one the valley ranchers are forced to leave their homes, and when Tom arrives as an agent for the U. S. government, the local "law and order" takes on a different hue. With the aid of 10-year-old Donald Stewart and humorous Frank Yaconelli, Tom manages to force the killers out in the open after a series of difficult situations which almost costs him his life. Risking his neck to find the enemy's hideout, he walks smack into a trap, and not until Donny arrives with the sheriff does Tom play his "ace in the hole," which results in the gang being wiped out.

Robert Tansey, who has directed and produced Tom's previous western hits, fills the same post on this one, thereby assuring Tom's fans the same production values which have gone into all his other pictures. The leading feminine role is played by Monogram's newest discovery, the captivating Joan Curtis, and other members of the cast are Charles King, William Vaughn, Steve Clark, Horace Carpenter, Nick Moro, Gene Alsace, Fred Hoose and Tom's wonder horse, "Prince."

COURAGE

Tom Keene gives 10-year-old "Donny" Stewart a little advice on courage when danger threatens in this scene from Monogram's "Where Trails End" at the ..... theatre.

One Col. Cut or Mat No. 2

Stunt Girl in Cowboy Thriller

One of the few stunt girls to invade the "leading-lady" field, Joan Curtis can rightfully take her palce among the best of them. Formerly a rodeo star and stunt performer for the "long shots" in western films, Miss Curtis thoroughly proves her ability to act when she appears in Monogram's latest Tom Keene adventure story, "Where Trails End," currently being shown at the ..... theatre.

Joan, a native of Denver, toured practically every major city in the country before coming to Hollywood, and because of her dexterity in riding and shooting soon won the confidence of producers and directors. She wound up by having more work than she could comfortably handle.

Another well-known rodeo star in the picture is 10-year-old "Donny" Stewart, who is said to be one of the best child trick riders and ropers in the country.

A 'Veteran' At 10 Years!

Even before 10-year-old "Donny" Stewart, who appears with Tom Keene in Monogram's latest western adventure hit, "Where Trails End," currently being shown at the ..... theatre, was able to walk, his father had the youngster riding a pony. At the age of only three and a half years "Donny" appeared in his first rodeo. Now, at the age of 10, "veteran" rodeo star Donald Stewart, who has been acclaimed by thousands, is considered to be one of the best child riders and trick ropers in the country.

He has won a score of cups and trophies, and has competed with motion picture stars, noted athletes and many brilliant rodeo performers. Nor does "Donny" stop at this accomplishment, since he has learned to sing and play the guitar.

Robert Tansey, producer and director of the film, has given young "Donny" his first motion picture "break," and predicts a fine career for the youngster.

ACTION STORY

(Not for Publication)

Tom Kenyon, U. S. Marshal, is sent to aid the valley people, who are being run out of their homes and ranches by a gang of terrorists. Tungsten has been secretly discovered in the valley, and enemy agents are trying to get control.

Donny Bedford, 9-year-old son of a rancher, returns home to find his father hung. Tom follows Jim Regan, a conspirator, to the gang's hideout. He takes Donny with him and the boy identifies the men who helped hang his father. Tom sends Donny for the sheriff.

Going into the gang's hideout, Tom is recognized and subdued in the ensuing fight. Donny arrives at the hideout with the sheriff and the gang is wiped out. The tungsten discovery is revealed to the loyal ranchers.

New Western Hit

The story of a group of ranchers fighting to keep enemy agents from getting control of a secret tungsten "find" is told in "Where Trails End," Monogram's western starring Tom Keene at the ..... theatre. Others in the cast are Joan Curtis, Frank Yaconelli and Donald Stewart.

CREDITS

Produced and Directed by
ROBERT TANSEY

Screenplay by
ROBERT EMMETT
and
FRANCES KAVANAUGH

Photography
ROBERT CLINE

Film Editor
FRED BAIN

Sound Engineer
CORSON JOWETT

Music Director
FRANK SANUCCI

Tom Keene Here

Tom Keene is back again in his latest starring role in Monogram's "Where Trails End," which opens ..... at the ..... theatre. Appearing with Tom in the action cast are Joan Curtis, one of the finest equestriennes in Hollywood, 10-year-old rodeo star "Donny" Stewart, Frank Yaconelli, well known to western fans as Tom's comic side-kick; Charles King, William Vaughn, Steve Clark, Horace Carpenter, Nick Moro, Gene Alsace, Fred Hoose and Tom's wonder horse, "Prince." Original screenplay is by Robert Emmett and Frances Kavanaugh. Robert Tansey produced and directed.

THRILL-A-MINUTE ACTION

When Tom Keene goes a-hunting for a killing gang of outlaws in "Where Trails End," now at the ..... theatre, every minute is loaded with thrills and exciting action.

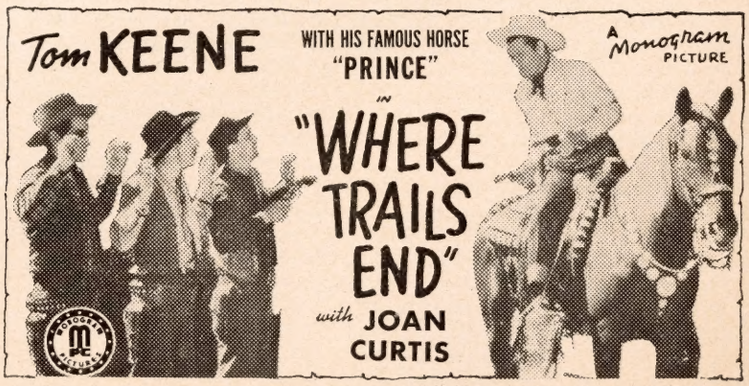
Two Column Cut or Mat No. 20

Advertising

Two Column Cut or Mat No. 22

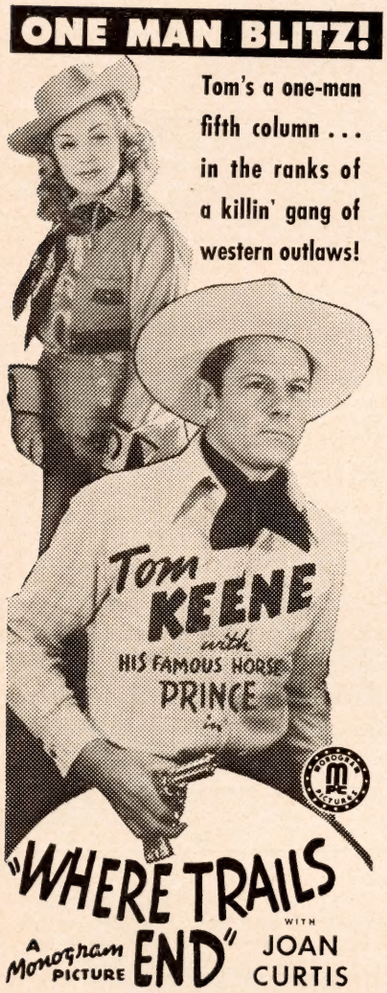
One Col. Cut or Mat No. 3

One Col. Cut or Mat No. 4



Two Column Cut or Mat No. 23

Advertising



One Col. Cut or Mat No. 5

Two Column Cut or Mat No. 24

Monogram Westerns Top The Field!

Just check this list of outstanding western "names" available right now at your Monogram exchange . . . The Rough Riders (BUCK JONES, TIM McCOY, RAYMOND HATTON), The Range Busters (RAY CORRIGAN, JOHN KING, MAX TERHUNE), TOM KEENE, TEX RITTER, JOHN WAYNE! No list in the industry compares with these saddle kings!

EXPLOITATION

"QUICK DRAW" TEST FOR LOBBY STUNT

Here's a gag that's sure to attract the lobby "drop ins." Secure a western gun belt, holster and gun (either borrow it from a local department store or gun shop, or rent the set from a customer) and have a placard in the lobby inviting folks to try their hand at making a quick draw, with prizes to those making the fastest moves. An usher dressed as a cowboy can be on hand with a stop watch to time the "draws" and handle the "props." So that contestants can be timed more accurately, the rules state that the gun must be twirled once and brought to a point level with a target on the placard.

Kids, and grown-ups too, have a hankering to try their hand at making a quick draw, so the stunt will get lots of attention. MAKE SURE THE GUN ISN'T LOADED.

DE LUXE DISPLAYS

Eye-catching silk screen posters can be had on a rental basis to assure you an effective lobby at low cost. Sizes 30x40 and 40x60 plus a snappy banner are available from National Screen Accessories. Order from their nearest branch or write to 525 West 43rd St., New York City.

PUNCH TRAILER!

Smashing samples of the action and thrills in "Where Trails End" are packed into National Screen Service's fast-moving trailer on this latest Tom Keene hit. There's no better way of selling the western fans than by actual scenes from the film. This trailer will make 'em BUY!

SELL KID RODEO STAR TO KIDS

Spot plenty of stills of the 10-year-old rodeo star, Donald Stewart, around town where the youngsters will get a chance to see them. "Donny" has a countrywide popularity as a trick rider and roper and is a sensation with Tom Keene. Plant the stills in toy stores, ice cream parlors, boy scout headquarters, etc. "Donny" will turn out to be a real attraction among the younger set.

WESTERN DANCE

If the local manager of your town's ballroom can be induced to hold an OLD-FASHIONED WESTERN SQUARE DANCE on one of his "off" nights, you've got a stunt that will tie right up with the showing of a western at your theatre.

With lots of advance notice by your theatre and the ballroom this gag can be worked into a gala evening of fun with the whole crowd going over to the theatre for the last showing of the picture. Decorate the hall with posters and window cards on the picture and have everyone come in "western" costume.

Keene "Westerners" Cards Bring 'em Back

One of the most popular Tom Keene showmanship stunts that will pay you back in the form of "insured box-office" is this simple, inexpensive exploitation give-away. Distribute these membership cards and pledges for "Tom Keene's Westerners Club" to all the kids attending the theatre for a few weeks in advance of your playdate. When the signed pledges are returned during the run of this picture, distribute the membership cards. If you wish, the returning of the pledge card might also entitle the youngsters to special reduced rates, giveaways (in the form of merchandise promoted for this event), etc. Announce on a card in the lobby that all the pledges will be forwarded to Tom Keene in Hollywood. Have your local printer make up these cards as illustrated here.

TOM KEENE PLEDGE

"I promise to live cleanly, fight squarely, speak sincerely and play fairly. Each day I will try to help those who may need my assistance or protection."

Signed .....

This Is To Certify That

.....

is a member in good standing of the TOM KEENE WESTERNERS and is pledged to live up to the Tom Keene Code for Young Americans.

EXPLOITATION

USED CAR STREET PARADE BALLYHOO

Anxious for any kind of publicity stunt that might help them sell their product, used car dealers will be willing to stage a used car parade led by a cowboy on horseback. Banner should read:

> *FOR A SCREEN THRILL—See Tom Keene ride the range on his wonder horse, "Prince," in "Where Trails End" at the Palace Theatre!*
>
> *FOR A DRIVING THRILL—Get behind the wheel of One of Our Guaranteed Reconditioned Used Cars!*

In view of the present situation with rubber shortages, priorities, rationing, etc., dealers shouldn't be too tough to sell. In any event, try for window displays using the Tom Keene standee and the same copy!

KEENE STANDEE EYE-CATCHING DISPLAY!

The vivid three-sheet on the first of the Tom Keene series, "Wanderers of the West," was especially designed to provide a large, attractive cut-out of the popular star that could be used on ALL his pictures. Brilliantly colored, this powerful likeness of the cowboy hero with gun in hand can be used with an easel back for an advance display in your inner lobby and then moved out front during the run of the picture. It's a great bet, too, for use atop the marquee. It will be doubly effective up there at night illuminated by a baby spotlight with "blinker" attachment.

Remember! To build this cut-out, be sure to order the 3-sheet on "WANDERERS OF THE WEST," which carries the illustration shown at the left. Then simply strip in at the bottom the title, "Where Trails End."

HORSES HOOFS FOR A STREET STENCIL

If you can get the okay from your local authorities, make a cut-out stencil of a horeshoe and mark a number of impressions at busy intersections with copy reading:

You're on the trail of Tom Keene in "Where Trails End" at the Palace.

Cowboy "Lingo" Newspaper Contest

Plant this unusual western "lingo" contest in your local paper offering "Annie Oakleys" for "Where Trails End" as prizes to the winners. The colorful cowboy slanguage is always associated with wild and woolly western pictures and should create a lot of interest in your playdate. Contestants are asked to translate the following list of western phrases into their proper meanings as shown. If you don't land it in your newspaper, why not try it on a throwaway basis?

"SLANGUAGE"

1. *Hitch your hardware.*
2. *Shooting irons.*
3. *Hit the leather.*
4. *Plumb loco.*
5. *Hot lead.*
6. *Slap leather.*
7. *Puncher.*
8. *Stand hitched.*
9. *Dead-eye Dick.*
10. *Fan yore Colt.*

DESCRIPTIONS

1. *Put your guns away.*
2. *Revolver.*
3. *Jump on the saddle and ride.*
4. *Stark crazy.*
5. *Flying bullets.*
6. *Reach for your gun.*
7. *Cowboy.*
8. *Don't reach for your gun.*
9. *Crack shot.*
10. *Firing rapidly.*

PUNCH-PACKED ACCESSORIES

"WHERE TRAILS END"

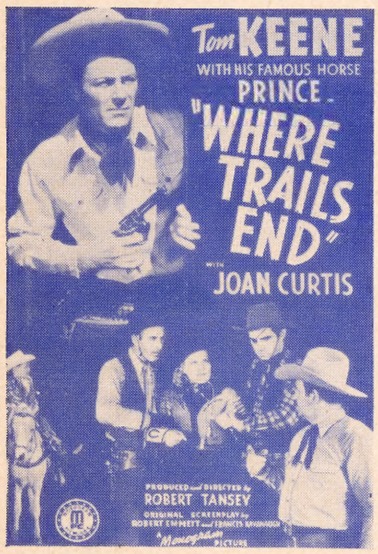
with HIS FAMOUS HORSE, "PRINCE"

SIX SHEET

"Where Trails End"

With His Famous Horse, "Prince"

INSERT CARD



ONE SHEET

37 MONOGRAM EXCHANGES

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DALLAS, TEXAS
DENVER, COLORADO
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DETROIT, MICHIGAN
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MILWAUKEE, WISCONSIN
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WINNIPEG, MANITOBA
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VANCOUVER, BRITISH COLUMBIA

SET OF TWO 22 x 28's

THREE SHEET

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